

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 485147 /		<u>Alt Order #</u> 06229738
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Estimate #</u> 778
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 09/28/12 / 09/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 28	KVVU	10/01/12	10/01/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	The Dr.Oz Show	4-5p	M-----	:30		\$150.00	NM		
	Credited											
Totals											65	\$40,080.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	53	\$33,465.00	\$28,445.25
10/01/12 - 10/01/12	12	\$6,615.00	\$5,622.75
<b>Totals</b>	<b>65</b>	<b>\$40,080.00</b>	<b>\$34,068.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP28/12 18.37  
\*\*\* KVVU-TV \*\*\*

REP HEADLINE# 6229738 TRF# 485147  
\$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME ISS/CROSSROADS GPS REP.# OFF.# 762 SALESMAN #  
AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6229738 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSROADS GPS EST#778 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP28/12 18.37

REP: TO ROSE  
FR NIKKI  
OK'D M4  
NEW TOTAL \$40080 (-150)  
PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CROSSROADS GPS :30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 778

28	S		400P-500P	30		\$150.00	10/1	10/1	0		MON	0
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PROGRAM : AVG. ALL WKS<  
RA35+ : 1.0  
CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT1  
STATION MAKEGOOD OFFERS:  
M4 OK'D BUY#28 MISSED:MON/400P-500P OCT1 30S \$150.00 (SEP28/12)

OFFER: NONE  
CMT:SPOT N/A DUE TO RATE. FLIGHT ENDS MONDAY AND ALL LOGS ARE CLOSED. PLS  
CMT:CREDIT.

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

SEP/12			33465.00			OCT/12			\$6,615.00			
CONTRACT TOTAL										40080.00		
TOTAL SPOTS										65		

MARKET TOTALS \$228,852 KVVU 17% KSNV 23% KLAS 39% KTNV 15% KVMY 1% KVCW 2% CABL 0%  
KTUD 3%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE